

MARCH NUMBER 1903

The Larkin Idea

50 CENTS A YEAR



"MY TENTH
CLUB-OF-TEN
IS ORGANIZED."

The Larkin Club-of-Ten

— A DOLLAR A MONTH —

Gives You Any Larkin Premium.

START A CLUB WITH YOUR FRIENDS NOW.

New Swell-Front Quartered Oak Sideboard, No. 4.

Free with \$40.00 worth of the Larkin Soaps.



IN most stores the equal of this massive Sideboard cannot be bought for less than \$40.00. Made throughout of selected Quarter-sawed Oak with a beautiful hand-polish finish. Has handsome hand-carvings; French legs. French beveled-plate mirror, 18 x 30 in. Solid cast Brass trimmings; ball-bearing socket casters.

The ogee-shaped top drawers, one lined for silverware, overhang the long linen drawer, which is swell-front. Small drawers, 19½ x 17 x 4 in.; linen drawer, 41 x 19 x 6¼ in.; cupboard, 42 x 19 x 14 in.

Height, 6 ft. 6 in.; width, 48 in.; depth, 23½ in.

Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

The Larkin Idea

SAVE ALL COST WHICH ADDS NO VALUE

THIRD YEAR.

MARCH.

1903.

SONG OF THE LARKIN SOAPS.

BY ELBRIDGE R. ADAMS.

The sweet May flowers, in forest bowers,
Their tiny petals ope,
And perfumes rare pervade the air,
Like thine, O Larkin Soap !

The gem that lies beneath the skies
Along the mountain slope,
Gives such delight to mortal sight
As thou, O Larkin Soap !

The pearls that shine 'mid ocean brine,
To grace a mitred Pope,
Are not more pure in shell secure,
Than thou, O Larkin Soap !

The lilies rest on lakelet's breast,
Anchored by emerald rope ;
Their face is sweet, their form is neat
As thine, O Larkin Soap !

With murky night that dims our sight
The rising sunbeams cope ;
So things impure cannot endure
Thy touch, O Larkin Soap !

While light of star shines from afar,—
Emblem of joy and hope—
In measured lays we'll sing thy praise,
O peerless Larkin Soap !

THE SOAPMAKER A CIVILIZER.

Next in importance to the services rendered the public by reputable physicians and druggists and by the suppliers of pure food, come the products of progressive soap manufacturers. Why and how the thorough removal of foreign matter from our bodies, clothing and homes, so decidedly and

advantageously influences health, vigor, endurance and comfort, it is needless to repeat here, but "The soap used by a nation serves as a gauge for its degree of civilization." The average statisticians take the *amount* of soap used as a guide ; in reality it is the *quality* selected by users which gives those who know how to judge

these matters, the means to draw conclusions about the personal habits, degree of refinement and general character of those who purchase the soap. —*American Soap Journal*.

THE "GROCERY WORLD" KNOWS THE FALLACY OF CLASS LEGISLATION.

W. R. Collins, N. Y., writes: "Enclosed please find a clipping from the Jan. 5th issue of the *Grocery World*, published at Philadelphia, Pa., 'Trying to Scotch the Larkin Soap Nuisance.' I thought you could use it for THE LARKIN IDEA, which I very much enjoy reading.

"I am Secretary of the Larkin Club-of-Ten here and we have sent you eight orders when the February one goes in. We, my wife and I, intend to organize a new Club when this one expires.

"I wish you continued prosperity, notwithstanding the efforts to 'Scotch' you."

Trying to Scotch the Larkin Soap Nuisance.

Eight Carloads of the Soaps and Premiums on Philadelphia Tracks One Day Last Week. A Proposition to Submit a Bill to the Legislature Forcing Even Women and Children Who Peddle Larkin Soaps to Take Out a Peddler's License. The Unfavorable Side of Such a Campaign.

The Larkin Soap nuisance seems to be at this time attracting more than usual attention among the retail grocers of Pennsylvania, and it is not unlikely that a bill may be introduced in the

coming Legislature to remedy the evil, in a measure, by placing restrictions upon those who sell Larkin Soaps.

The immensity of the Larkin-premium Soap business has an illuminating illustration in the fact that at one time, a few days ago, eight carloads of the soap, with its accompanying premiums, stood on tracks suburban to Philadelphia. And the sale of the Larkin goods is much larger through the rural districts than in the large cities.

The plans of the enemies of the Larkin

scheme — and every retail grocer is an enemy to it — seem to concentrate upon a peddler bill to be introduced in the next Legislature, which meets in a few weeks. There is a legion of peddler bills on the statute books already, some general, some only referring to particular



counties. The idea now is to draft a bill that will be much more drastic than any heretofore adopted, in that it will compel even children who peddle Larkin Soaps among their friends to take out a license. This license, it is hoped, would be prohibitive rather than regulative.

The difficulty* with the enforcement of such a bill as is here outlined is that practically all of the Larkin Soap peddling is done by women and children, and any attempt to enforce, by arrest and prosecution, the provisions of a peddler act against a woman

or child, in case she had neglected, through ignorance, to secure a license, would put the grocer in an unenviable light in his community.—*Grocery World*.

* [Another little difficulty might be mentioned, namely, the glorious Constitution of the United States of America.—ED.]

In some localities retail dealers, alarmed by the almost entire loss of their soap trade through the nearly universal use of the Larkin Soaps, and unable by persuasion or honest competition to recover it, have endeavored to intimidate our patrons who order Combination Cases for themselves and their friends, with threats of prosecution under statutes governing peddlers. Our Company, with ample capital and the best legal talent, is ready fully to protect our patrons in the rights guaranteed them, as citizens, by the Constitution of the United States and the Interstate Commerce Law. No interference or threats will be tolerated, and offenders who maliciously conspire against our legitimate business will be dealt with according to law, if any of our patrons will give us sufficient data for their prosecution. To distribute the contents of a Combination Case among a number of families, peddling is unnecessary. No one is a peddler of our Soaps, within the meaning of any valid

ordinance or statute, who does not go from house to house with a stock seeking purchasers, making sale and delivery as he goes.—*Larkin Premium List*.

THAT RED WRAPPER ON BORAXINE, AND AN INGENIOUS WOMAN.

Mrs. Mabel A. Rose, R. I., writes, under date of February 2, 1903: "I wish to tell you about an experience of mine. My husband received a handsome calendar from a firm in Boston, its beauty spoiled by an advertisement across it; I hunted over my old ribbons and found three yards of much-soiled, narrow, white washable-silk ribbon. I could not use it as it was; while washing it I was thinking the calendar had a good deal of white about it and I wished the ribbon was colored instead of white. Seeing your Boraxine wrapper, I put it into about a pint of warm water until all the color was soaked out of it;



then without drying I put in my ribbon, just as I finished washing it. Well, the result was such a pretty color, that I trimmed my calendar and sent you what was left of the ribbon so you could see, yourself.



"GREYSTONE FALLS."

AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN FEBRUARY CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY MRS. S. N. BLAKESLEE, WATERBURY, CONN.

"I had such good luck that I went to work and colored two pieces of thick pink satin ribbon. After coloring, I don't dry them. I wring them out just as dry as I can, then spread them on a thin white cloth, place another over them and iron with a hot flat. I made two bows out of the last pieces and gave them away to friends, who thought they were just lovely. You don't see this color every day. (I am saving wrappers to color carpet rags.)

"I think Larkin Soaps and Premiums are just beautiful and all I hear is praise for them."

HOUSEHOLD CLEANSING PROCESSES.

"To the cleanliness necessary for health is added that for good looks, and for the preservation of material," says S. Marian Elliott in the *House Beautiful*. The purpose of cleanliness is then threefold—health, beauty, economy. The "House Beautiful" of the Twentieth Century will be a clean house, sheltering a clean body, clothed in clean clothing.

All fabrics are subjected more or less to perspiration from contact with the hands, from the vapors escaping from the kitchen, laundry or bath-room. The better ventilated the house, the less need of cleaning.

The cleansing power of water varies according to its degree of purity. Soap dissolves readily in soft water making a quick, generous lather. In hard-water some soaps do not lather readily. Rain-water is the softest natural water. In hard-water regions filtered rain-water should be used for laundry purposes, or the hard-water should be softened.

Of soaps there are many both good and poor. The manufacturer who has a reputation worth keeping will not risk it by putting an inferior soap on

the market. A soap warranted to do the work in one-quarter the time of some other is very likely so strong in alkali that the fabrics will be destroyed with equal celerity. A poor soap is dear at any price, for fabrics cost more than the best soaps. Use a weaker soap and give it more time to do its work upon grease, and the fabrics will be cleaner and last longer.

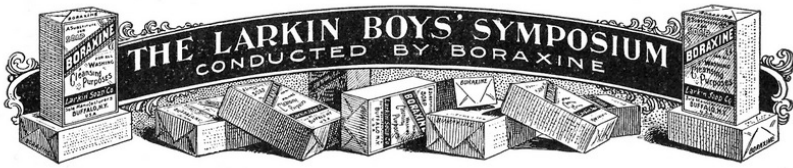
Soap rubbed directly on the clothes, excepting woollens, and allowed to dissolve slowly by soaking in just water enough to cover for a period of time varying according to amount of soil, combines efficiency in cleansing and economy of Soap.

Washing is one department, and an important one, of household cleansing. The brooks and rivers were the first laundries and what were the conditions? A generous supply of clean soft water at medium temperature—summer heat, or between 70° and 90° F.

With hotter water there is more danger of faded colors, greater waste of soap, far more exposure for the laundress, more dampness and trouble throughout the house from the odorous steam.

Dingy clothes often result from insufficient rinsing. The dirty water is left in the clothes. Well rinsed clothes dried in sunshine will be white because they are clean and bleached by the sun. No ironed fabrics smell so sweet and clean as those subjected only to the drying and disinfection of sunshine and air.

Scientists are constantly showing how the housewife may save her time and energy, which may then be used for other than material needs of the household. Yet too many women "have a motto, but do not use it" They are the slaves of custom or favored conditions. Freedom from a stupid thralldom to the laundry is nearer the reach of housekeepers than many of them believe.



AFTER some persuasion the Editor has given me permission to take charge of The Larkin Boys' Symposium.

Symposium means a collection of ideas or short articles—a sort of comfortable place where the boys and I can get together and talk over things that interest us.

What I see around our great offices and factories may be used to assist and interest you.

But I can't help you, boys, unless you will help me. If you will agree to do this you and I together will have one of the best departments in THE LARKIN IDEA—if not *the* best.

Now, boys, I'll tell you of one way in which we can be of use to one another. In the first place I am going to offer prizes to the boys who sell the most Larkin Soaps between April 1st and October 1st. There are just six months to do it in.

To give all boys a fair chance there will be three Junior prizes for boys under twelve years of age, and three Senior ones for boys between twelve and sixteen years.

The prizes in both sets will be precisely the same. That's fair. There are many little fellows who have sold as much Soap as the older ones have, but who would not compete with boys considerably older than they are.

Here are the Junior and Senior Prizes:

First Prize. Any Larkin Premium offered with a \$10.00 box of Larkin Soaps.

Second Prize. Any Premium offered for three Certificates.

Third Prize. Any Premium offered for two Certificates.

These are the conditions:

Each boy who enters the Contest must send his photograph, with his name, age, residence, and the name in which the orders will be sent, (which must be that of the head of the family,) addressed to Boraxine, care Larkin Soap Co., Larkin St., Buffalo, N. Y.

Keep the date of each order sent. On October 1st, mail your list to me. It will then be compared with our records and the prizes awarded.

Be sure to mail your list not later than October 1st. Those post-marked after that cannot be considered in awarding prizes.

Remember, the Contest begins April 1st. Any boy not over sixteen may enter it at any time he chooses after that date.

Send me your photograph as soon as you have made up your mind to enter. It will be engraved and printed in the Symposium.

There is a month in which to get ready. Lay out your plans, then start in earnest.

Keep in mind that, in addition to the Prizes, you are earning Larkin Premiums, or cash if you prefer it. The effort is profitable even though you do not get a prize.

I am sure there is no better business opportunity offered any boy than the one I offer here.

Just a word of advice. If I were going to try for one of the prizes, I'd organize Larkin Clubs-of-Ten. It is easy to get ten or more people to join one. If you don't know anything about it, write me and our Bureau of Information will mail you everything necessary to acquaint you with it.

Now, boys, pitch in. Your chance to get one of the three prizes is as good as anybody's.

Who'll be first to send his portrait?

I was disappointed because there were no boys' portraits in THE LARKIN IDEA for January. I can't understand why there were none. Lots of bright boys are doing a thriving business selling the Larkin Soaps. Wake up, boys. Let's hear from you.



This month I have the pictures of three little fellows. The first one is Ray Elliott, Groveston, N. H. Although but five years old he helps his grandma, who has two of those profitable Larkin Clubs-of-Ten. I am sure his willing feet save a great many steps for her.

Next is John Asmus, Niles, Mich. He is twelve year old. He helps his mother with her Club-of-Ten. This kind of work is the best training in the world for a boy. I hope all boys will get as much of it as they can. I don't know of a better way to train boys to make good business men when they grow up.



The third, is Fay Elliott, a brother of Ray. He is seven years old and his mother says both boys are a great help to her. I like boys whose mothers say things like this of them. Such boys are worth having. I hope to have portraits of more of them for the April number.



THE LATEST WHIM IS FUMBLE PING-PONG.

Genuine Ping-Pong Set.

Free for one Certificate.



When the friends of a bright little girl received through the mails gray notes inviting them to attend a ping-pong fumble party, there was a deal of guessing in the neighborhood as to the nature of this unknown game.

However, Miss Helen was noted in the town for the originality of her ideas. Her entertainments were always quite too good to be missed. Every one went, mystified or not, and no one came away disappointed, says the *Minneapolis Times*.

An ordinary ping-pong outfit and the dining-room table (rolled into the parlor for the occasion) greeted the arriving guests. But the game was very far from being the ordinary one.

The difference lay in the manner of playing. Each person was obliged to manipulate the racquet with the left, instead of the right hand. The meaning of the word "fumble" in this connection was soon apparent, and with the first awkward stroke fun began.

This change of hands reduced the champion ping-pongist of the town to the rank of tyro. It so fell that a girl who had never played a game of the ordinary sort won first prize at fumble.

"The domestic man, who loves no music so well as his kitchen clock, and the airs which the logs sing to him as they burn on the hearth, has solaces which others never dream of."—*Emerson*.

HOUSE-CLEANING MADE EASY.

Spring house-cleaning is usually dreaded by housekeepers. The work embodies so much washing and cleaning that the tax on one's strength is severe. Forethought will reduce this work to the minimum. Thousands of our customers testify, year after year, to the invaluable help afforded by the Larkin Soaps. No home should be without them. They save strength and money and the work accomplished never fails to give satisfaction. You will find it a pleasure to use Soaps of superior quality.

BORAXINE.

"A Laundry Luxury."

A substitute for Soap. For cleaning woodwork, washing dishes and dairy utensils, removing grease spots or stains from carpets, etc., or for general housecleaning, it has no equal. Used in soaking clothes, it saves half the labor of washing without injury to the finest fabric, and is a blessing to every housekeeper who uses it. It is pleasant for the hands.

**SWEET HOME FAMILY SOAP.**

An absolutely pure laundry Soap, sweet and wholesome, made from



refined tallow and vegetable oils. It is scientifically complete, lathers very

freely, and does thoroughly and easily all work for which good Soap is designed. It is a labor-saver, and is agreeable to the most sensitive skin. Our customers everywhere appreciate its great superiority and economy over other soaps "made to sell," which being freely adulterated with "make weights"—silex, powdered rock, etc.,—go all to pieces in use. The thrifty housewife knows the great advantage in buying Soap by the box, to improve with age.

WHITE WOOLEN SOAP.

A perfectly pure, white, potash and borax Soap. It is absolutely perfect for washing flannels and blankets without shrinking, and for laces, infants' clothing and all fine things.

HONOR BRIGHT SOAP.

"To Brighten and Clean."

Makes the cleaning of all metallic and mineral surfaces a pleasant task. To clean crockery, cutlery, cooking utensils and marble, oil-cloths and woodwork, and for removing oil, gum, grease or rust from any place and for the lessening of labor.

CLEANING PAINTED WOODWORK.

The great secret in cleaning paint successfully is to do it very quickly and use only a little water, rinsing it in clear water as soon as clean, and letting it dry quickly. The water used should have Boraxine dissolved in it. Black-painted woodwork can be very easily cleaned and brightened by rubbing with a rag dipped either in kerosene or oil and turpentine. This could also be applied to light paint work if very dirty.

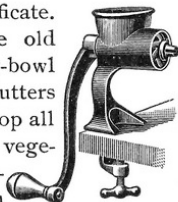
PREMIUM NEWS

KITCHEN HELPS.

FOOD CHOPPER.

Free for one Certificate.

Supplants the old wooden chopping-bowl and knife; four cutters are furnished to chop all kinds of meat, fruit, vegetables, etc., uniformly, coarse, medium or fine, as desired. Superior to other food choppers in smallest details. The few parts are interchangeable; thoroughly tinned, simple, cleanly; no sharpening required.



AUTOMATIC STEAM COOKER.

Free for two Certificates.



Three compartments for food, and a lower one for water. The steam generated in lower compartment reaches all and thoroughly cooks the

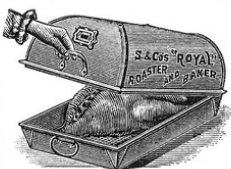
food. No steam or odor escapes. Whistle automatically gives alarm of low water.

An entire dinner can be cooked at once. The food cannot burn, smoke or scorch. All the nutritious qualities and flavors are preserved. It makes cooking a pleasure and not a drudgery. It is easily cleaned and kept in order, and will last for years. Flat copper bottom. Diam., 10 in.

ROYAL ROASTER AND BAKER.

Free for one Certificate.

A most useful cooking utensil. Meat retains its nu-



tritious juices and flavors, and is rendered more tender and palatable. Flavors otherwise lost by evaporation are preserved; watching or basting not required. It will also bake bread, cake and puddings without danger of burning. Made of Russia Iron; metal frame or stove-mat accompanies each Royal Roaster and Baker. When not in use inside the pan, use mat on top of your stove under sauce pans, kettles, etc., also for broiling, toasting, drying cake, bread, etc. Size, 11 in. wide by 16 in. long by 8 in. deep.

DRESDEN ENAMELED PORCELAINED WARE.

Sixteen pieces free for six Certificates; or Outfit with \$10.00 worth of the Larkin Soaps, for \$10.00.

Free for one Certificate; Teakettle or Rice Boiler; or any two other pieces; or any four Pans.

This is the most beautiful, durable and sanitary acid-proof white por-



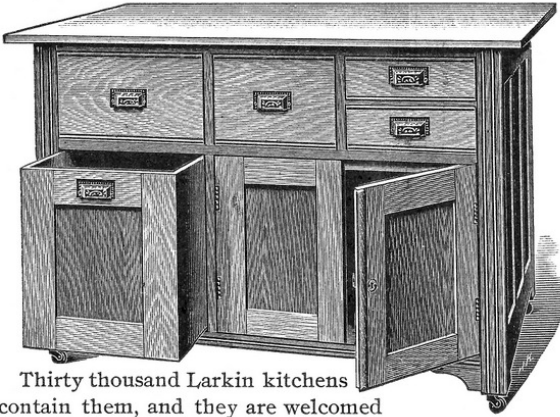
celain-lined enameled-ware made. It has three coats of absolutely pure, hard, Blue and Gray marbled enamel.

Set consists of 16 utensils: one, each, 6-qt. Teakettle; 2-qt. Teapot; 2½-qt. Coffee Pot; 6-qt. Preserving Kettle; 5-qt. Berlin covered Sauce Pot; 1½-qt. and 3-qt. Pudding Pan; 4-qt. Lipped Sauce Pan; 2-qt. Rice (or Double)

Boiler; Colander; 8-in. Fry Pan; 3-qt. Mixing Bowl; Soup Ladle; Basting Spoon; two No. 9 Pie Plates.

STEP-SAVING KITCHEN CABINET.

Free for eight Certificates; or Cabinet with \$10.00 worth of the Larkin Soaps, for \$13.00; or with \$16.00 worth, for \$16.00.



Thirty thousand Larkin kitchens contain them, and they are welcomed in three hundred new Larkin homes every week, the equivalent of over three solid carloads weekly. They are made of Oak, with Whitewood top. Oak finished light Antique gloss. It combines the following:

Kitchen Table, top 26 x 46 in.; 29½ in. high.

Flour Box, holding 50 pounds.

Moulding Board, 22½ x 22½ inches.

Locked Cupboard, 22 x 24 x 15 inches.

Drawer for Knives, Forks, Spoons.

Drawer for Spices.

Drawer for Kitchen Utensils.

Drawer for 25 pounds of Sugar.

Flour-chest works on a roller and slides easily, when full or empty; easily taken out to clean. All cabinet work is first-class; ball-bearing casters.

HOW TO MAKE ORDERS EVEN MULTIPLES OF \$10.00.

One of our most valued patrons wrote us a short time ago:

"If we order a Premium for \$16.00 we must distribute the extra \$6.00 worth of Soaps and get no certificate for that labor."

To this we replied as follows:

"Regarding your grievance that no Certificate Premium is given on a fractional part of a \$10.00 purchase, are you familiar with Certificate Rule II; viz., 'An order for any goods offered for less than \$10.00 may, when sent, be increased to a \$10.00 order by

adding Soaps and Toilet Preparations at one-half of list prices?' A Club Order from a regular customer for goods that we offer for \$28.00, can be increased to a \$30.00 order, and three certificates secured for it, by adding to the order \$4.00 worth more of our Soaps, costing the purchaser \$2.00; that is, we offer \$30.00 worth of Soaps

with a Premium for \$28.00 and give regular customer two Certificate Premiums; the application of Rule II will secure \$34.00 worth of Soaps and the desired Premium for \$30.00 and merit three Certificate Premiums."

PRIZE PHOTOGRAPH CONTEST CLOSES 15TH OF EACH MONTH.

FIRST PRIZE, \$2.00
SECOND PRIZE, 1.00

To afford a more equitable basis for awarding prizes, until further notice we offer each month the above prizes for two sets of photographs—a first and second prize for Landscapes, and a first and second prize for Genre subjects or those containing living objects. Photographs must be taken with our Chautauqua Folding or Gundlach Camera.

Originality of subject, artistic merit and perfection of Photographs will be considered in awarding prizes. On back of photograph write, "For Prize Photograph Contest," with subject of picture and your name and address.

Mail to **Larkin Soap Co.**

Larkin Street, BUFFALO, N. Y.

NO PHOTOGRAPHS RETURNED UNLESS STAMPS ARE SENT TO PREPAY POSTAGE.

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of **THE LARKIN IDEA** is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices: **BUFFALO, N. Y.**
Established, 1875.

Branch for West-of-the-Mississippi patrons:
PEORIA, ILL.

LOCAL BRANCHES:
19 Eliot St., - - - - - **BOSTON.**
662, 664 Broadway, E. D., - - - **BROOKLYN.**
49 Barclay St. and } - **NEW YORK CITY.**
52, 54 Park Place, }
211, 213 N. Broad St., - **PHILADELPHIA.**

FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

The Larkin mail daily dispatched to our patrons weighs a ton.

The weight of the Jet Neatsfoot Oil Harness Soap shipped our patrons last

year was equal to that of fifty spanking spans of coach horses.

West-bound freight-trains from Peoria are longer since our Peoria Branch was established, the different roads now carrying cars loaded solid with Larkin shipments destined for customers West of the Mississippi.

Four prizes, two of \$2.00 each and two of \$1.00 each, are awarded monthly in the Prize Photograph Contest. Any one owning our Gundlach or Chautauqua Camera may compete for prizes. Contests close the 15th of each month.

From barter to business was a long step. From the manufacturer to the jobber, from the jobber to the retailer and from the retailer to the consumer was another long road. The Larkin Idea is shorter. It is from Factory to Family direct.

On the last cover page we offer three new styles of Go-Carts—timely suggestions, as warm and pleasant weather is not far distant. Each Go-Cart is good Larkin value and would cost as much at the store as we charge for both Soaps and Premium.

The Modjeska Violet Calendar sent to each subscriber of **THE LARKIN IDEA** has elicited words of commendation from hundreds of Larkin patrons. We thank all who have expressed their appreciation of our effort to produce a Calendar of high artistic merit.

Our new swell-front Quartered Oak Sideboard, No. 4, makes its introductory bow—so to speak—to the Larkin public on the first inside cover page of this number of **THE LARKIN IDEA**. It is an unusually rich and massive piece of furniture and is commended to all who desire the best that can be obtained.

We wish all parents, as well as children, would acquaint themselves with the Prize Contests for both girls and boys that begin April 1st. The encouragement of parents will do much toward stimulating a desire in the children to compete for prizes to obtain which is worth an effort. On page 5 Boraxine instructs the boys what to do, and on page 18 Maid o' the Mist gives instructions to the girls.

We hope everybody who receives THE LARKIN IDEA will read Exposure of Fraud. We have been persistent in our endeavor to expose all who have swindled, or attempted to swindle, Larkin patrons. The work of the impostor goes merrily on among the gullible, notwithstanding the exposures we repeatedly make. Read and remember the four suggestions printed on page 20. Don't be deceived with the promise of something for nothing.

ACTUAL BUSINESS FROM THE START.

A practical business training at home, working with their mothers, is what the Larkin girls and boys are gaining by earning Larkin Premiums. They are learning the value of time and money and how to approach customers. They acquire a knowledge of business details and enjoy the "fruits of their labors" in the Premiums of use and beauty added to the home furnishings.

Read the list of Prizes offered both girls and boys on pages 5 and 18.

RISKS OF SHAVING.

Danger from the Bacillus in the Barber's Shop.

The use of soap lather prior to shaving the beard is regarded merely as a means of facilitating the troublesome operation. Soap is said to extract the oily matters from the hair and

thus to render it brittle, so that the blade of the razor saws through it easily, for, after all, shaving is a delicate sawing process. With sensitive skins, of course, a soap of good quality and preferably free from alkaline excess is desirable. On the other hand, it might be thought that the excess of alkali would prepare the beard more readily than a pure soap or superfatted soap. The corrosive effect of alkali, however, leaves no doubt as to which description of soap should be used.

Soap probably plays a more important role than that of saponifier of the natural oil of the hair.

In spite of the fact that although those who use the razor frequently cut themselves, yet it is rare that anything more serious than a cut follows, the slight wound generally healing quickly, and the risk of septæmia's arising in this way would seem to be almost nil. In the majority of cases, therefore, it is clear that the razor blade must be bacteriologically clean; that is, free from septic matter—which may be attributed to the fact that probably it is dipped into hot sterilized water before use or else that the soap lather is antiseptic. The latter explanation seems the more probable of the two. The amount of soap rubbed on the skin is considerable if the shaving is to be in any degree comfortable, and soap has considerable antiseptic power, a six per cent. solution being sufficient to destroy the typhoid bacillus. There can be little doubt, therefore, that the skin is rendered sterile by the liberal application of soap, and this fact is in favor of the cut's remaining healthy and without any serious consequence.

In a word, soap in the operation of shaving not only facilitates the process, but plays the same valuable role when the shaver is unlucky enough to cut himself as does the antiseptic in surgery.—*London Lancet*.



IMOGEN CLARK'S NEIGHBORS.

By HOPE DARING.

When Imogen Clark was settled in her new home she began to feel lonely. The Clarks had moved from Chicago to DePlain, a village notable for its clear air and wide, shaded streets; all around the little town lay broad, undulating fields of grass and grain.

"I know I ought to be contented," the young wife confided to her husband. "Everything is beautiful here; your health is improving, and your business prospects are good. But—" and she stopped, tears dimming her sunny blue eyes.

"The women seem friendly," her husband ventured, at the same time smoothing his wife's chestnut hair.

"Oh, they want to be friendly, and so do I. We've no ground of common interest; that is all. You see the women here know each other well, and I am a stranger to their interests."

Howard Clark petted his young wife until her seemingly trivial trouble was forgotten for the time. However, it was remembered the next morning, when Mrs. Clark sat down to write to her mother. She told the whole story. Three days later an answer to the letter came. Imogen opened her eyes over it.

"I don't see just what Mother means," with a frowning of her smooth white brow. She says if there is no ground of common interest for us to meet on, one must be made; also that, as I have had advantages and privileges that these women have not, it's my place to make this. Bless the little mother! She is advising me to do home missionary work, but I haven't the faintest idea how to commence."

Imogen sat musing until a step on the porch roused her. It was Mrs. Lancaster, a near neighbor.

Greetings over and the guest seated, there was a momentary silence, broken by Mrs. Lancaster.

"I hope you don't mind my speaking about it, Mrs. Clark, but I so admire your Reed Tete-a-tete. I've wanted one for a year, but our furniture dealer here never has them. That's one thing in which you'll miss Chicago—in shopping, I mean."

"Oh my Tete did not come from Chicago. I received it as a Premium from the Larkin Soap Co. of Buffalo. I've used their Toilet and Laundry Soaps, as well as many other things, for years. That Morris chair you are sitting in is one of their Premiums, and I have an elegant Chiffonier up stairs that I obtained from them."

"But I don't understand," Mrs. Lancaster replied. "You said 'a Premium.' Last Christmas my sister-in-law gave me a box of Larkin's Soap, 'The Bride', and it was excellent. I've always intended writing to ask her where she purchased it."

Imogen leaned nearer, her face glowing with delight. "I am so glad to find some one with whom I can share my knowledge of the Larkin Soaps! They have used me fairly. Let me tell you about the Larkin Club-of-Ten."

Mrs. Lancaster made a long call. Before she left, it was arranged that she should invite her friends to meet at Imogen's home a few days later.

"They would better come here instead of going to your house," Imogen said. "Here they can see the Premiums, and I'll have all the Soaps, Perfumes, and Toilet Preparations I have on exhibition. My supply is getting low, so I shall be glad to be in a Club again."

The afternoon proved bright and sunny. The Clark parlor was gay

with field daisies and maidenhair ferns. Imogen served fragrant hyson in thin china cups and with it wafers. She believed that "To eat together strengthens friendship's bond."

The ladies were interested. Imogen had a recent Premium List, and there was a merry discussion of the gifts offered.

"The trouble is," began the minister's wife, "there are so many things that I would like. My husband will say take this Chautauqua Book-case; for we have more books than room for them."

Maude Leson, one of the village school-teachers, looked up from the Premium List, her dark eyes dancing with delight.

"Just think! I can get a Mandolin with a ten-dollar order. When I came I had no idea of joining the Club, for I thought it was only for housekeepers. What Soap I do not need for myself I am sure my mother and sister will take from me."

One woman decided on a Kitchen Cabinet, another on a Couch, a third selected a Severn Dinner set, and two said they would take the well-known Chautauqua Desk.

When Imogen came to make her list of names, an unexpected difficulty arose. There were more than ten ladies who wished to become members of the Club.

The trouble was soon disposed of. Two Clubs were formed. Mrs. Lancaster and another lady took membership in both; then one name was lacking. It was Imogen who proposed that all join in the expense of this single order, divide the Soaps among them, for Premium take the Encyclopædic Dictionary and give it to the school.

That was three years ago. The home of the Clarks is still in DePlain, but Imogen is contented. She has found warm friends. With Mrs. Lancaster she is still a member of a Larkin Club-of-Ten. The Larkin Soap Co., with its Larkin Premiums and Certificate Premiums, is an important factor in the life of the village.

A TESTIMONY TO LARKIN POPULARITY FROM A RIVAL CRAFTSMAN.

G. H. Westphal, writes: "Having traveled extensively in the interests of the —— Soap Co. of —— and having personally experienced in what great favor your plans and offers for your Soap are standing, I take liberty to ask if you could make use of my services as a traveling stimulator for your Club, etc., offers, through the

farther away States such as Indiana, Illinois, Minnesota, Wisconsin, etc., or of some of the Southern States.

"I shall feel honored if you will grant me an interview in which I could give you more details of my ideas."



"DELIVERING FOR LARKIN."

AWARDED FIRST PRIZE OF \$2.00 FOR GENRE SUBJECTS IN FEBRUARY CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY JAMES E. ADCOCK, CUYAHOGA FALLS, O.

THE LARKIN CLUB-OF-TEN

What a Dollar a Month Will Do.

The increasing popularity of the Larkin Club-of-Ten is due to two causes:

1st. The ease with which by this method the Larkin Soaps and Premiums may be obtained; *i. e.*, the advantages of co-operation.

2nd. The enjoyment afforded by association with other bright women in a common cause.

Of the first there is no occasion to speak. It is proved that all housewives appreciate the convenience of paying a dollar a month for the Larkin Soaps while receiving the same benefits they would if \$10.00 were paid at one time.

Of the second much might be said. The social or entertainment feature has hardly begun to be developed. Some Clubs prepare an entertainment for each meeting; most of them do not. Opportunities are being neglected. The effort of preparation is small compared with the result. Those who have participated in a meeting with a prepared program would hardly do without one.

It is our desire to assist all Clubs that wish programs but have no time to prepare them. Our suggestions are always at the disposal of those who feel that such help would be acceptable.

Requests for program assistance should be addressed to the Editor of THE LARKIN IDEA, with information as to what the members are capable of doing—that is, if any are musicians, what instruments are played; if any sing, recite, and so on.

An afternoon or evening once a month devoted to such entertainment as the Club is capable of giving will promote more pleasant relations between members and cause daily cares to be forgotten for a time.

Mrs. Fred Fuller,

Pa., says: "I have been greatly interested in the letters from secretaries of Larkin Clubs-of-Ten that have appeared in THE LARKIN IDEA. I

have three Clubs in operation; am pleased with what has been accomplished. I intend to reorganize them when the ten months expire.

"With my next order I expect a No. 2 Sideboard. I know I shall be as delighted with it as I am with my Combined Book-case and Writing Desk and the McKinley Rocker. It affords me great pleasure to say the Larkin Soaps and Premiums are always just right."



Mrs. W. M. Gardner, Mich., writes: "Having read the interesting reports of Larkin customers in THE LARKIN IDEA, thought I would tell what I have accomplished in seven months. I commenced taking orders for the Larkin Soaps in June, 1902. Have organized and managed five Larkin Clubs-of-Ten besides doing my own housework for a family of five. I sent the last order for my first Club last week and two more will run out this month, but I have my sixth Club well under way. In all I have sent orders for Larkin Soaps amounting to \$312.75, and we have received the following Premiums: 4 Couches, 4 Morris Chairs, 2 Chautauqua Desks, 2 Pysche Tea Sets, 1 Seth Thomas Clock, 2 Beveled-plate Mirrors, 2 Cairo Toilet Sets, 1 Roll-top Desk, 1 Lady Washington Desk, 2 Chiffoniers, 2 Combined Book-cases

and Writing Desks, 1 Music Cabinet, 1 Dining Table, 2 Rocking Chairs, and a McKinley Rocker. Two more Rocking Chairs and a Sideboard are on the way.

"All Soaps and Premiums have been just lovely; every customer is well pleased. The promptness and accuracy shown in handling orders is commendable. Have had courteous replies to all my inquiries. I cannot say enough in favor of the Larkin Soap Co. I wish you success."

Mrs. M. B. Evy, Ohio, writes: "Through the columns of THE LARKIN IDEA I desire to give a description of the socials of the Maid o' the Mist Soap Club at Lima. I give it in

rhyme and although crude in composition, it expresses the pleasant times we enjoy at these socials, which we could not were it not for the Larkin Club-of-Ten plan. We always have a good program and give a small prize to the winner of the contest and a booby prize to the poorest contestant. This makes our socials very interesting.

"Each member of my Club is delighted with the Premium she has received, and also with the Soaps.

"I thank you for all favors."



THE MAID O' THE MIST SOAP CLUB.

If I were a poet I would try to write
About a Club that is very bright.
Not one among them is a dunce.
The trouble is, all talk at once.

This Club is called the Maid o' the Mist,
There are nineteen women upon the list.
There would be twenty, but we have one nice boy,
A dairyman he, and his name is McCoy.

The first to entertain the Club this year
Was Mrs. Truesdale, eager to show her new Chiffonier.
When she goes to a social she never is late.
She goes along to keep the Club straight.

Mrs. Hale was next upon the list,
To entertain the Maid o' the Mist.
She gave us such lots of good things to eat.
Then showed us her Desk which couldn't be beat.

Mrs. Wheeler thought that of all Larkin wares,
She surely must have some Dining Room Chairs.
But Mrs. Gardner thought the very best prize
Was Bromley Rugs, they are such a large size.

And although Mrs. Gardner has a house full of "kids"
To the socials she goes, where'er she has bids:
She says that she goes to rest from her labors,
And leaves her "kids" to bother the neighbors.

Mrs. L. H. Beall next entertained the crowd,
And showed us her Silver Knives and Forks, of which she is proud.
A "Guessing Cake Contest" was the program that day—
We found it was a greater study than play.

When Mrs. Marquette entertained
Not many went, because it rained :
But of all the socials we've been to yet,
We had the most fun with Mrs. Marquette.

When she gave her social it was at night,
We all took our husbands, and that was right.
We didn't go home until after the shower
When her Seth Thomas Clock chimed a late hour.

Mrs. Sisco knows just how to treat
And says her Axminster Rugs cannot be beat.
Mrs. Buckhouse said she surely would have gray hair
If she didn't soon get that McKinley Chair.

(Hereafter cash orders for the McKinley Rockers will be promptly filled.—ED.)

It was on a beautiful day last June,
We were all anxious for the day to come soon.
When we climbed in a hack with lots of noise—
(Of course we took all our girls and boys.)

And four miles out in the country we went,
Bound for Frank McCoy's, on a day's pleasure bent.
And when at the house we did arrive,
The place with visitors was alive.

The tables were spread out under the trees,
And every one was as busy as bees.
The tables were laden with all the best food,
We are sure we had never eaten a dinner so good.

When we asked Frank to let us see his prize,
We noticed him making "Goo-Goo" eyes.
(For there on the porch sat a beautiful lass)
He replied, "Larkin's so busy he's not sent my Pier Glass."

We took some visitors along in the hack,
And they were treated so well that they all "came back,"
And I'm sure if the truth of the matter was known
They would rather attend "Our Club" than their own.

Mrs. Hover lives in the country far,
When her social she gave we went in a car.
She thought all of Larkin's Premiums would do,
But she must have a Pier Glass too.

When to Ida Ewy's we wended our way
It was a beautiful August day.
We asked her what Premium she decided to take;
She replied, "A Chautauqua Desk of Larkin's own make."

When with Cora Evy we met, we had Ice Cream and Cake.
 It was all so nice and of her own make.
 We wondered what made her parlor so bright :
 Till we saw her Smyrna Rugs, one dark and one light.

Mrs. Lochhead thought the Premium to suit her best
 Would be a Reclining Chair, to sit in and rest.
 Mrs. Dean said if she completed her joys,
 She'd have to get a Violin to please her boys.

Mrs. Brice got a Clock that would tell the young men,
 That the time to go home was the hour of ten.
 There is Julia and Mamie and sweet Marguerite,
 They must never lose their beauty sleep.

Mrs. Wallace Smith and Mrs. McGee
 Both got a beautiful Mirror, you see.
 Mrs. Beall got Dining Room Chairs,
 And Mrs. Metzger said the Book-case was theirs.

Mrs. Brown in another Club will be,
 And by adding both Premiums together, you see,
 A Rococo Couch she'll be able to get,
 And that'll be the nicest Premium yet.

Mrs. M. B. Evy has not missed a social this year,
 When there's anything to eat she is always near :
 She is President of the Maid o' the Mist,
 And has the most Premiums upon the list.

A Mirror, Desk, Bicycle and Swing
 She thought would be the very best things,
 Until she got five Rugs and a Music Cabinet,
 Then she knew she had the best Premiums yet.

Our Club is a clean, happy set, we do hope,
 Because we all use Larkin's Sweet Home Laundry Soap ;
 Then we all get a Premium new
 And that makes us all so happy, too.

Then when we meet we have a good time,
 We have a program they all pronounce fine ;
 And all declare without a doubt
 That Larkin's Club-of-Ten is the best plan out.

WE DON'T OBJECT TO THIS PLAN.

Mrs. George Brown, Wis., writes :
 "I wish advice about your Soaps. I
 have been a member of a Larkin Club-
 of-Ten, and I would like to organize
 one or two Clubs. A few of my friends
 from Appleton, admiring the beautiful
 Chairs I received with the Soaps,
 advised me to come up there and form
 a Club. I told them I would write to

the Larkin Soap Co. and ask if I could
 have the Soaps and Premiums shipped
 to Appleton. Kindly let me know if
 this would be done. I could go up
 there every month and deliver the
 Soaps and collect the money."

So many go forth in the morning
 Who never come back at night,
 And hearts are broken, by cruel words spoken
 That sorrow can ne'er set right.



THE Editor handed me the copy Boraxine had prepared for his Symposium and asked me why I could not conduct a similar Department for the Larkin girls.

I replied that I could if the girls would like the idea and would promise the assistance I needed.

Will you promise it, girls?

If you will we can have a delightful time and our Cozy-Corner will be just the coziest place you can imagine. I am sure we can make it just as interesting as the boys will make their Symposium—may be more so. Let's try it.

Boraxine hit on a bright idea when he offered prizes to the boys who sell the most Larkin Soaps between April 1st and October 1st. I was so glad when I read it I just clapped my hands.

I don't believe I'd thought of offering prizes if he hadn't. I think it is a splendid idea for the boys and just as splendid for my girls. (I say *my* because I wish to think of every Larkin girl as belonging especially to me and our Cozy-Corner.)

What do you say, girls? Would you like a Prize Contest, too?

I believe it would be just fun; what do you think?

Who would like to try it for the same prizes as Boraxine offers the boys and with the same conditions?

I hope every girl will jump right up and say, "I will try it," and then straightway mail her photograph to Maid o' the Mist, care Larkin Soap Co., Larkin St., Buffalo, N. Y.

I'll have all your pictures printed in the Cozy-Corner and I am sure they will make a nice looking and merry group.

Carefully read just what Boraxine said the boys must do to get a prize, and follow his instructions.

Bear in mind we're not competing with the boys. We're all by ourselves trying for prizes similar to the ones the boys are striving for.

Lillian M. Gordon, says she is so pleased with the Larkin Soaps and Premiums she wishes to see her picture in THE LARKIN IDEA. I do, too. I want the portraits of all the girls who have earned the Larkin Premiums. Lillian is twelve years old and has sent six \$10.00 orders.



I wish all the girls would do as Portia Lucille Weikert did—write their own letters. Portia is but seven years old yet she sends me a letter written with her own hand. I am going to print it just as she wrote it:

"I enjoy going with my mamma to take orders for your Soaps. We have sent you orders for \$70.00 worth and have lots of nice Premiums in our home. I could

take orders myself but I am so afraid of dogs I can't think of going alone, so Mamma and I play partners."

That is a dear little letter for a girl of seven years to write. I hope all



dogs will be mannered enough to hide in their kennels when Portia is coming.

Elizabeth Gardiner says: "I am fourteen years old and I've sold \$65.00 worth of the Larkin Soaps. Everything I have had from you is entirely satisfactory. I am now earning a Combination Book-case and Writing Desk."



A helpful little girl is Sarah E. Potts, who is delighted with the Premiums she has earned. One of them was a White Enameled Bedstead. Her aunt, she said, paid \$8.00 at the store for one that has no bow-foot

and is not nearly so good as the one that came from the Larkin Soap Co.

Irene C. Kearns is ten years old and she wrote her own letter. Her success in selling \$66.00 worth of Soaps in a few months' time convinces her that the Larkin Idea is a friend to everybody. She exclaims, "I think my Premiums are just lovely and I love to sell the Larkin Soaps!"



TAR-ABLE!

Sweet Home. "Where should the most Larkin Soaps be sold?"

Jet Neatsfoot. "Washington, of course."

Honor Bright. "I should think it would be Castile."

Boraxine. "No; Sudsbury, surely."



Mrs. Vina Burdick, Mich., writes: "The box of Soaps and the Premium received; everything satisfactory.

"I approve of the cash-with-order system. It is easier and less confusing to me. I have given you three orders and expect to send another soon. I enjoy doing business with so just a Company.

"In reading over the Christmas number of THE LARKIN IDEA, I see that the employees give short musical programs twice a week during their nooning, and at lunch time delicious coffee with rich cream is served them. The thought of giving 5 per cent. on their savings is grand.

"The employees as well as customers far and near must have great respect for the Larkin Soap Co."

Mrs. W. J. Carr, N. J., writes: "I received your beautiful Modjeska Violet Calendar for 1903 and wish to thank you for it. My little girl says it is just like everything that comes from Larkin's, 'very nice'—and so it is. She has light hair and would like very much to be a brunette. The other day she said, 'I wish the Larkin Soap Co. had something that would turn my hair black 'cause if they said it would do so, it surely would.'

[Perhaps, little girl, *that's* why we do not venture such an article. Anyway, isn't it better to be as the Creator made us?—ED.]

"I sell a great deal of the White Woolen Soap. Many of my lady friends use it for washing dishes. I laughingly asked one lady, 'Does it keep the dishes from shrinking?'

"No;" was her reply, 'but it keeps my hands from shrinking and leaves them soft and smooth.'

"Boraxine and a tooth-brush (reserved for that purpose) will do wonders in keeping glassware bright and shining. I would not keep house without Boraxine. We also use a great deal of the Cold Cream. We find it an excellent remedy for chapped hands and lips, and for burns. My husband uses it for catarrh and says he believes it will cure him.

"I thank you for your kindness and fair treatment."

C. Raynsford Talbott, Me., writes: "I have one of your Gundlach Cameras and I can tell you that it is all right. When I got it a few years ago the fellow whom I engaged to teach me the art of taking pictures, asked me why I wanted to waste time

dealing with your firm, as I needn't expect to get something for nothing. He said, 'Why don't you take ten dollars and get a *good* Camera, like mine?' I told him that I was satisfied with my Camera.

"Well, he taught me all he could about the art, and yesterday we were out taking pictures for a photograph album. A woman saw us with our Cameras and she asked him if he had any of his proofs with him. He took out about two dozen and showed them to her. Then she asked to see mine; I showed them and she remarked that my pictures seemed to be clearer than his. The result was that she engaged me to take some pictures around her house. My chum wanted to buy my Camera, but I told him that he couldn't buy it for \$50.00, although it was not worth that in the market; to me it is worth just that amount."

EXPOSURE OF FRAUD.

The Larkin Soap Co. is interested in exposing all swindles in connection with Soap. All who have been defrauded by traveling fakirs, please write us particulars. All communications are treated in confidence and for the benefit of the public.

We never employ traveling soliciting agents. All are swindlers who so represent themselves.

FOUR SUGGESTIONS.

1st. Never buy soaps from traveling agents who are unknown to you, and to all people in your community.

2nd. Never buy soaps not made by a well-known manufacturer. There are a hundred thoroughly responsible and well-known soap manufacturers; it is not necessary to go outside of these for soaps.

3rd. Buy no goods of any kind on the promise of a premium, unless the premium is to be delivered with the goods.

4th. Pay no money to any traveling agent for any article until delivery of satisfactory goods is made.

Mrs. J. E. J., Yates, N. Y., writes: "There has been a man through Yatesville selling a Soap Powder that does not need soap; he promises large premiums; claims to be your agent introducing the powder. It proves to be a bag of sand and dirt and the furniture that he promises to send the following day does not arrive. He certainly is an impostor. Is he affecting your business in any way? He said he had worked for you eight years."

(OUR REPLY.)

"The man who has been canvassing your neighborhood with a worthless powder, representing himself as our agent is certainly an impostor. We employ no traveling agents and the only Soap Powder we manufacture is Boraxine, which is well known to our millions of patrons to be an honestly made article."

Mrs. E. N., of W. Conshohocken, Pa., writes: "A man was here two weeks ago who said he represented the Morgan M'fg. Co., No. 52-54 Franklin St., New York. He ran down your Soaps; said you charge too much for your goods. He offered larger premiums than you do and ever so many gave him orders and money but have received no goods. One of my friends gave him \$5.00 and ever so many gave him \$1.00. I enclose you one of the receipts he gave my neighbor. Mrs. L. gave him \$5.00. She wrote to New York and got an answer 'No such person at address given.' It is too bad to cheat people so. He came to my house. I told him I was afraid it was a humbug."

We have many times warned our patrons of this swindler, who usually goes by the name of Wells. We have never heard that he delivered goods according to his promises.—ED.

John H. Buss, N. Y., writes: "Do you have anyone to represent you in this vicinity? There has been a man traveling around here with one of your books, claiming to be your representative. I don't know his game. He called on two of our club-members who told him they were in a Club. He said 'Oh, if that is the case I suppose it's no use talking to you,' and he got out. Would like to run up against him."

TON OF COAL WITH BAR OF SOAP.

Such Was the Promise Made to Philadelphia Housewives by a Nice Looking Young Man.

Philadelphia, Feb. 11.—After waiting three months to get a ton of coal with a cake of soap, which a nice looking man with pink cheeks, a white necktie and a frock coat sold in November last, with many promises, about three-score of housewives in the north-western part of the city have concluded they were swindled.

When the stranger called he said the firm he represented was giving away a ton of anthracite with every 50 cakes of the soap, which he insisted possessed remarkable medicinal qualities, especially designed to cure skin diseases and restore a full crop of hair on a head "perfectly bald."

Most of the women had lots of hair, but they were considerate for their husbands, so they scrambled to purchase the soap, which they afterward learned was not worth a cent a barrel.

In making his sales the swindler said that each bar of soap that had a red card inside was the particular bar that entitled the purchaser to the coal. As the little red card could be seen through the flimsy paper that wrapped the cake, people were afraid he would go away without selling them one.—*Boston Record.*

Mrs. William S., Pittsburg, Pa., writes: "I have been taking soap from a man, claiming to be a representative of your company, for about five months and have about five dollars worth towards a premium, which was to be a \$10.00 Bookcase.

"He first came here with what he termed a 'club-of-ten' and persuaded me to join it and take the soap from him. He did not say that he belonged to your company, but he showed me illustrations of your premiums, and gave us the soap with the names of your soaps (The Maid o' the Mist and the Elite).

"We had been taking soap from him all that time when he suddenly stopped leaving it. I would like to know if there is any such person in your employ?

"He is a man of short stature, with light complexion and light mustache."

(OUR REPLY.)

We much regret that a swindler has defrauded you, employing honest Larkin goods, but can only advise that you either order your goods direct from us or from your immediate neighbors.

1903 STYLES

IN WAKEFIELD GO-CARTS.

RECLINING GO-CART, No. 6.

Given with \$16.00 worth of the Larkin Soaps.

Foot, back and parasol adjustable to four positions, ranging from upright to nearly flat, with a single adjustment device; each part may also be adjusted independently. Cane seat, 12 x 13 in.; back, 16 in. high. Made of closely woven Reeds. Includes handsome Green Sateen parasol; stamped leather guard-strap; square steel axles; strong full-coil springs and patent brake. Steel Wheels, 10 in. and 20 in. in diameter, with solid Rubber tires and hubs; very strong and durable. Wheels and springs finished in Green enamel.



RECLINING GO-CART, No. 7.

Given with \$20.00 worth of the Larkin Soaps.

Seat and back upholstered in Tan or Green narrow-wale Corduroy, as preferred. Entire body made of fine, closely woven Reeds; lace-covered Parasol; otherwise, same as No. 6. This Go-Cart is as strong, as durable and as available as any Baby Carriage ever made, while lighter, more easily handled and more comfortable for a child.



RECLINING GO-CART, No. 5.

Given with \$10.00 worth of the Larkin Soaps.

Upholstered seat; sides, back and foot made of closely-woven Reeds. Without parasol. Otherwise, same in every particular as No. 6.



Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

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